The famous C.B.S. RADIO Laff-Riot!

ATLAS

DEC. No. 13

# my Friend Irma

10¢

"MANY HAPPY RETURNS, IRMA!"

WHY? I'M NOT GOING ANYWHERE!

HAPPY BIRTHDAY IRMA

NOW ON SALE EVERY MONTH!

DAN DE CARLO

# DON'T BE FAT!

It's New! Everybody Is Chewing KAL-X GUM!

Posed by Professional Model

SOLD ON MONEY BACK GUARANTEE

## CHEW KAL-X

14 DAY SUPPLY AND LOSE FAT WITH TESTED PLAN (Patent Pending)

ONLY $2 PLUS C.O.D. OR SEND $2 AND SAVE POSTAGE

THIS IS IT! THE AMAZING NEW FORMULA GUM!

## KAL-X

ENJOY CHEWING GUM INSTEAD OF FATTENING FOODS! THEY'RE DELICIOUS!

**DOCTORS AGREE:** That fat people tend to die younger and become easy victims of many diseases! Your doctor's recommendation and approval is invited. If your excess fat is not due to glandular or organic causes— Don't Wait! Mail Coupon Below Today! Don't miss dating and good times because you're FAT! Try KAL-X Tested Plan. Satisfaction or Money Back!

KAL-X IS NOT YET SOLD IN DRUG STORES
MAIL THIS COUPON TODAY!

MAIL THIS COUPON

### "Lost 18 Pounds in 2 Weeks!"

I have been chewing KAL-X about 2 weeks and it is very good! I have lost 18 lbs. since I began chewing KAL-X! I don't want to be without it so I want you to send me 2 boxes, one for a friend, and one for myself.

—M. G., Hamlet, N. C.

CHEW YOUR WAY TO A SLIMMER FIGURE!

NOW! — TRY THE KAL-X GUARANTEED TESTED PLAN! CHEW AND LOSE WEIGHT! DON'T SUFFER HUMILIATION AND RIDICULE BY BEING FAT! KAL-X IS DELICIOUS! ENJOY CHEWING KAL-X BETWEEN MEALS INSTEAD OF FATTENING FOODS AND LOSE WEIGHT! CHEW YOUR WAY TO A SLIMMER FIGURE!

**KAL-X GUM CO., Dept. 10A**
Gen. P. O. Box 128, Jersey City 3, N. J.

KAL-X GUM CO., DEPT. 10 A
Gen. P. O. Box 128, Jersey City 3, N. J.

Send 14-Day Supply of KAL-X and Tested Plan for $2.00 plus postage. ☐

I want to save C.O.D. postage so I enclose $2.00 with order. ☐.

Name.....
*Please Print*

Address.....

City.....Zone....State.....

*Guaranteed Money Back in 10 Days if Not Satisfied!*

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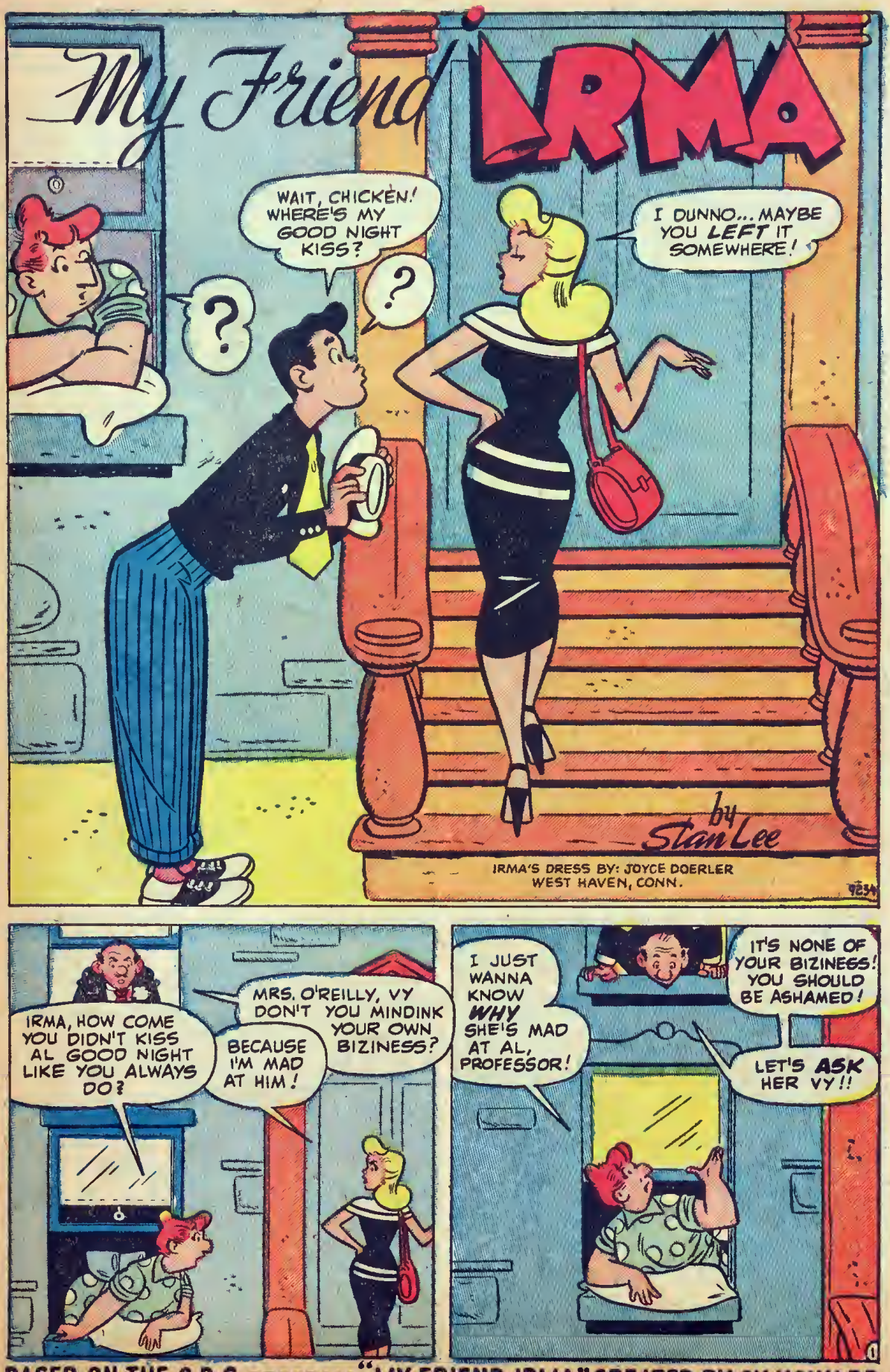

My Friend IRMA
WAIT, CHICKEN! WHERE'S MY GOOD NIGHT KISS?
?
?
I DUNNO... MAYBE YOU LEFT IT SOMEWHERE!
by Stan Lee
IRMA'S DRESS BY: JOYCE DOERLER
WEST HAVEN, CONN.
IRMA, HOW COME YOU DIDN'T KISS AL GOOD NIGHT LIKE YOU ALWAYS DO?
BECAUSE I'M MAD AT HIM!
MRS. O'REILLY, VY DON'T YOU MINDINK YOUR OWN BIZINESS?
I JUST WANNA KNOW WHY SHE'S MAD AT AL, PROFESSOR!
IT'S NONE OF YOUR BIZINESS! YOU SHOULD BE ASHAMED!
LET'S ASK HER VY!!
BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

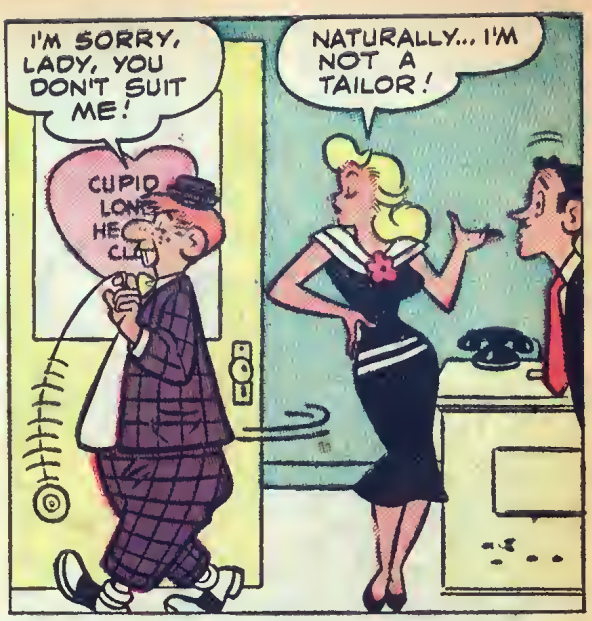
IRMA, WAIT! WE WANT A WORD WITH YOU!
WHICH WORD?
DOT'S A GOOT QUESTION!
WHY ARE YOU MAD AT AL, DEAR?
BECAUSE EVERY TIME I TALK TO HIM ABOUT MARRIAGE, HE CHANGES THE SUBJECT!
I ALWAYS SAID HE VAS A SMART BOY!
SHUT UP, YOU WORM! YOU MEN ARE ALL ALIKE!
OH, NO THEY'RE NOT! SOME ARE TALL, AND SOME ARE SHORT AND SOME ARE BALD!
I WAS ONLY GIVING AN EXAMPLE!
WHAT'S ARITHMETIC GOT TO DO WITH IT?
LISTEN, MINE LETTLE PAPOOCHNICK, I'LL TELLINK YOU HOW TO MAKE AL PROPOSE TO YOU!
YOU WILL?
WHAT DO YOU KNOW ABOUT ROMANCE?? THE ONLY WOMAN YOU EVER KISSED WUZ YOUR MOTHER!
AT LEAST I HAD A MOTHER!
2

ALL DOT YOU HAFF TO DO IS GET AL JEALOUS! LET HIM SEE YOU GOINK OUT WITH A NEW ESCORT!
I'D RATHER GO OUT WITH A MAN!
IRMA, HOW CAN YOU BE SO OBTUSE?
MAYBE I'VE BEEN EATING TOO MUCH!
PROFESSOR KROPOTKIN MEANT THAT YOU SHOULD HAVE DATES WITH OTHER MEN SO THAT AL WILL WORRY AND PROPOSE TO YOU!
BUT I DON'T KNOW ANY OTHER MEN! EXCEPT YOU, PROFESSOR...
VELL, NOW DOT YOU MENTION IT...
RELAX, GRANDPA... I'LL SHOW IRMA HOW TO FIND SOME NEW BOY FRIENDS...
AND SO...
SORRY, LADY... WE DON'T TACKLE IMPOSSIBLE CASES!
I WANT A MAN!
CUPID LONELY HEARTS CLUB
IT'S NOT FOR ME, YOU CHOWDER-HEAD... IT'S FOR HER!
BOING!
I'VE GOT JUST THE MAN FOR YOU!
WHO IS HE?

ME!
BUT I DON'T WANT TO GO OUT WITH YOUR MOTHER!
YOU'RE THE TYPE OF GAL I WANT TO BRING HOME TO MOTHER!
HA! HA! I LIKE GALS WITH A SENSE OF HUMOR!
YOU'RE THE ONE WHO'S GONNA NEED IT!
BY THE WAY... ARE YOU HER (UGH) MOTHER?
DON'T BE SILLY! DO I LOOK OLD ENOUGH TO BE HER MOTHER?
OF COURSE, YOU DON'T! I SHOULD HAVE KNOWN! YOU'RE HER GRANDMOTHER!
!
WHAT ABOUT MY DATE?
LISTEN, BEAUTIFUL, WOULD YOU LIKE TO TAKE IN A SHOW?
NO... LET'S LEAVE IT WHERE IT IS!
CUPID LONELY HEARTS CLUB
HOW ABOUT A CONCERT? THE PHILHARMONIC IS GIVING BEETHOVEN'S FIFTH!
ISN'T THAT NICE OF THEM? I HOPE SOMEONE TAKES IT!
4

SAY, DOES SHE ALWAYS TALK LIKE THAT?
OH, NO... SOMETIMES SHE SAYS SOMETHING SILLY!
ON SECOND THOUGHT, I'VE GOT SOMEONE PERFECT FOR HER!
SEND BELVEDERE IN!
CUPID LONELY HEARTS CLUB
DUH... DIDJA SEND FER ME, HUH, DIDJA?
DON'T BE AFRAID, BELVEDERE... COME IN!
GOSH! ISN'T HE CUTE?
NO!
BELVEDERE, THIS IS IRMA PETERSON!
OH YEAH? WELL, WHAT'S HER NAME?
GOSH, I ALWAYS DID LIKE SMART MEN!
DO YOU THINK HE'LL DO, LADY?
DO WHAT?
DUH... THAT'S A GOOD QUESTION! YESSIREE BOB!!!
5

I THINK YOU TWO MAKE A PERFECT TEAM!
WHAT ABOUT THE OTHER SEVEN MEN?
IRMA... HE DIDN'T MEAN A BASEBALL TEAM!
DAN DECARLO


I'M SORRY, LADY, YOU DON'T SUIT ME!
CUPID LONELY HEARTS CLUB
NATURALLY... I'M NOT A TAILOR!

I NEVER THOUGHT I'D FIND A GIRL WHO WAS TOO DUMB FOR BELVEDERE!!
DON'T GIVE UP!! MAYBE YOU WILL FIND ONE SOMEDAY!

LATER...
VELL, DID YOU BRING HOME DER BACON?
PROFESSOR! WE DIDN'T GO SHOPPING!

DIDN'T YOU AT LEAST GETTINK IRMA ZOME KIND OF BOY FRIEND?
THE MAN AT THE LONELY HEARTS CLUB COULD ONLY RECOMMEND ONE KIND OF FRIEND WHO WOULD BE IRMA'S INTELLECTUAL EQUAL!

...HE'S REAL CUTE, BUT HOW JEALOUS CAN HE MAKE AL?
THE END

PHIL RIZZUTO
MOST VALUABLE PLAYER AMERICAN LEAGUE
WHAT BUILDS A CHAMPION BUILDS YOU!
WHEATIES
Breakfast of Champions
THAT'S AN IMPORTANT TRAINING FACT!
IRON
ENERGY
VITAMINS
CUTAWAY VIEW OF WHEAT KERNEL
THERE'S A WHOLE KERNEL OF WHEAT IN EVERY WHEATIES FLAKE!
See that wheat kernel bureting with dynamic power? There's one of those in every WHEATIES flake— ready to spark you every day.
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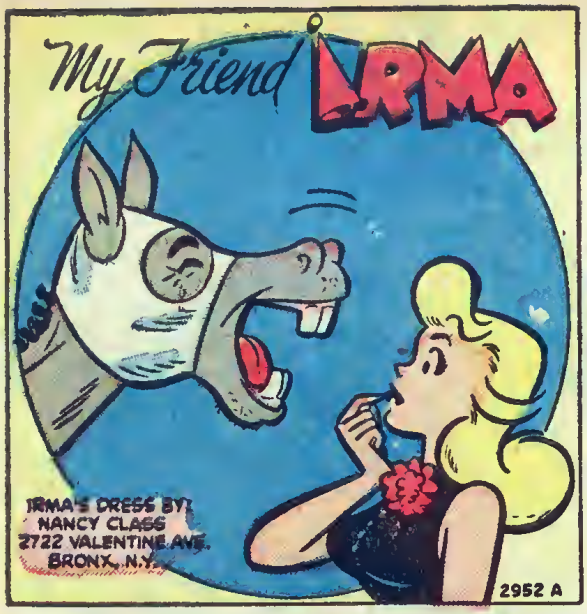
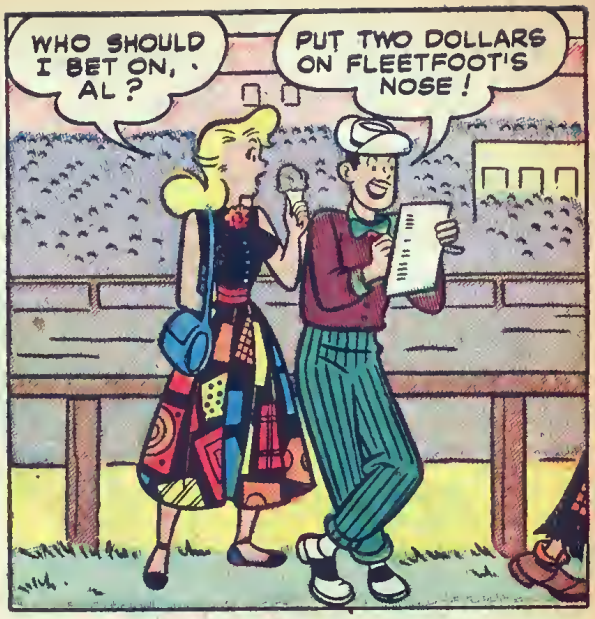
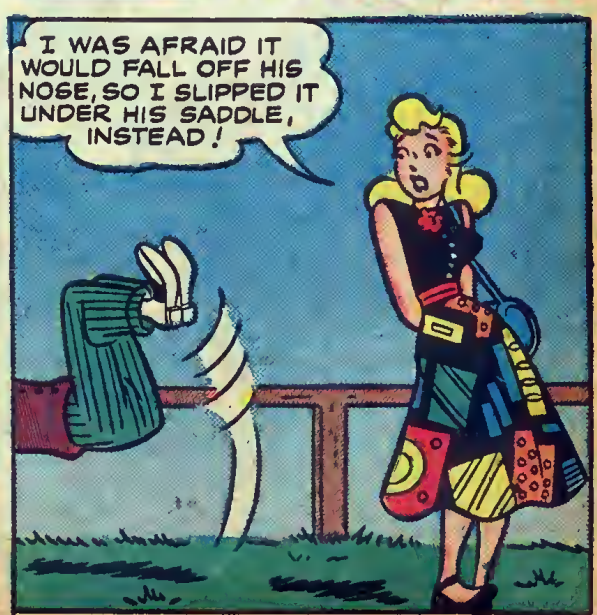

My Friend IRMA
IRMA'S DRESS BY:
NANCY CLASS
2722 VALENTINE AVE.
BRONX, N.Y.
2952 A


WHO SHOULD I BET ON, AL?
PUT TWO DOLLARS ON FLEETFOOT'S NOSE!

COME ON, FLEETFOOT!
YAY, FLEETFOOT!

FLEETFOOT WINS!
H'RAY!
WE WON!

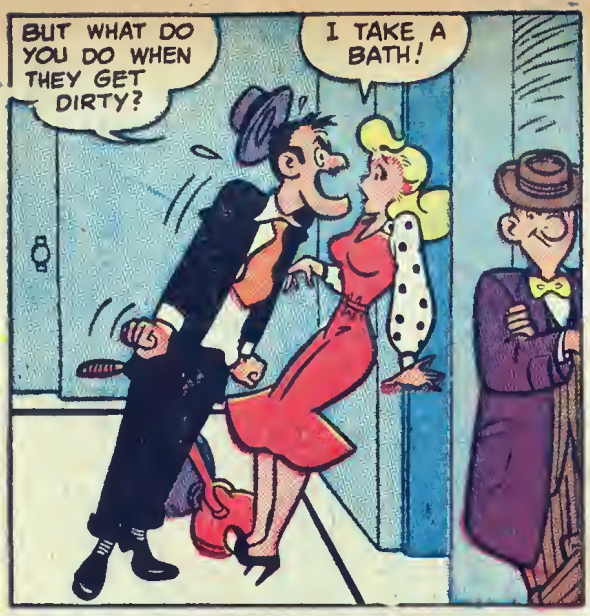
AREN'TCHA GLAD YOU PUT TWO DOLLARS ON FLEETFOOT'S NOSE?
I DIDN'T AL!


I WAS AFRAID IT WOULD FALL OFF HIS NOSE, SO I SLIPPED IT UNDER HIS SADDLE, INSTEAD!

My Friend IRMA
HELLO, LADY... I'M A DOOR-TO-DOOR SALESMAN!
I'M SORRY... I DON'T NEED ANY DOORS!
3A
by Stan Lee
9284
IRMA'S DRESS BY: KAREN FORDS, RD. BOX 185A SAN JOSE, CALIF.
BUT I'M SELLING SUBSCRIPTIONS!
?
TOO BAD... I NEVER WEAR 'EM!
LADY, YA DON'T WEAR SUBSCRIPTIONS!
THAT'S WHAT I SAID!
I DON'T WEAR SUBSCRIPTIONS!

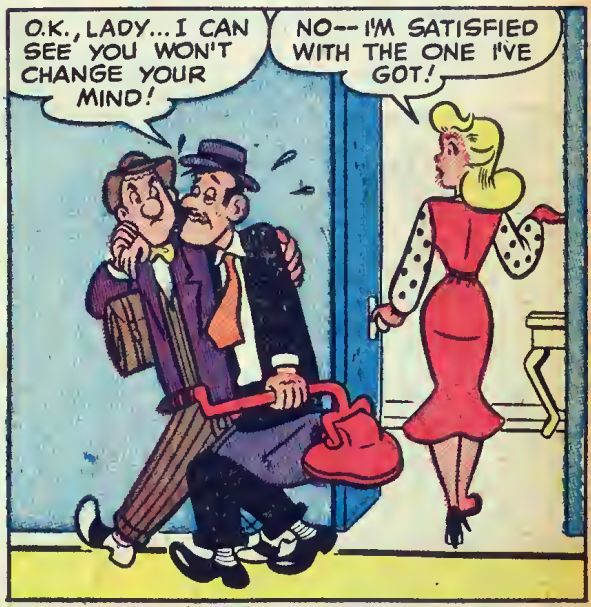
BUT LOOK...WOULDN'T YOU LIKE TO READ THESE MAGAZINES?
OH, YES!
THANK YOU! GOODBYE!
SLAM!
?
WASSAMATTER, FELLA?
DON'T TRY TO SELL ANYTHING TO THE GIRL IN THIS APARTMENT! IT'S IMPOSSIBLE!
BAH! I CAN SELL VACUUM CLEANERS TO ANYBODY! WATCH AND SEE!
KNOCK KNOCK
DON'T SAY I DIDN'T WARN YA!
GOOD DAY, MADAM! CAN YOU SPARE A MOMENT?
I'M SORRY! I HAVEN'T GOT ANY WITH ME!
WOULDN'T YOU LIKE TO BUY A VACUUM CLEANER?
NO...WHO WANTS TO CLEAN VACUUMS?
3A

BUT THIS IS A BARGAIN!
I THOUGHT IT WAS A VACUUM CLEANER!
3A
LADY... ARE YOU SERIOUS?
SORT OF... AL AND I ARE GOING STEADY!
I MEANT ARE YOU SERIOUS ABOUT MY VACUUM CLEANER?
OH, NO... AL IS MUCH MORE MY TYPE!
BUT NO HOUSE SHOULD BE WITHOUT A VACUUM CLEANER!
THEN YOU KEEP IT FOR YOUR HOUSE! I'LL BUY ANOTHER ONE!
LADY, HOW CAN ANYBODY AS PRETTY AS YOU BE SO DENSE?
I DON'T DRINK OR SMOKE!
LOOK... I'LL TRY ONCE MORE... HOW DO YOU MANAGE TO KEEP YOUR RUGS CLEAN?
SOMETIMES I WALK BAREFOOT!

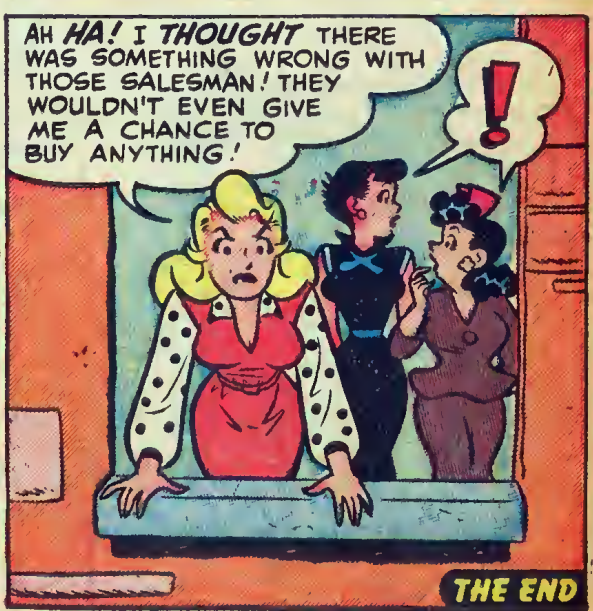

BUT WHAT DO YOU DO WHEN THEY GET DIRTY?
I TAKE A BATH!

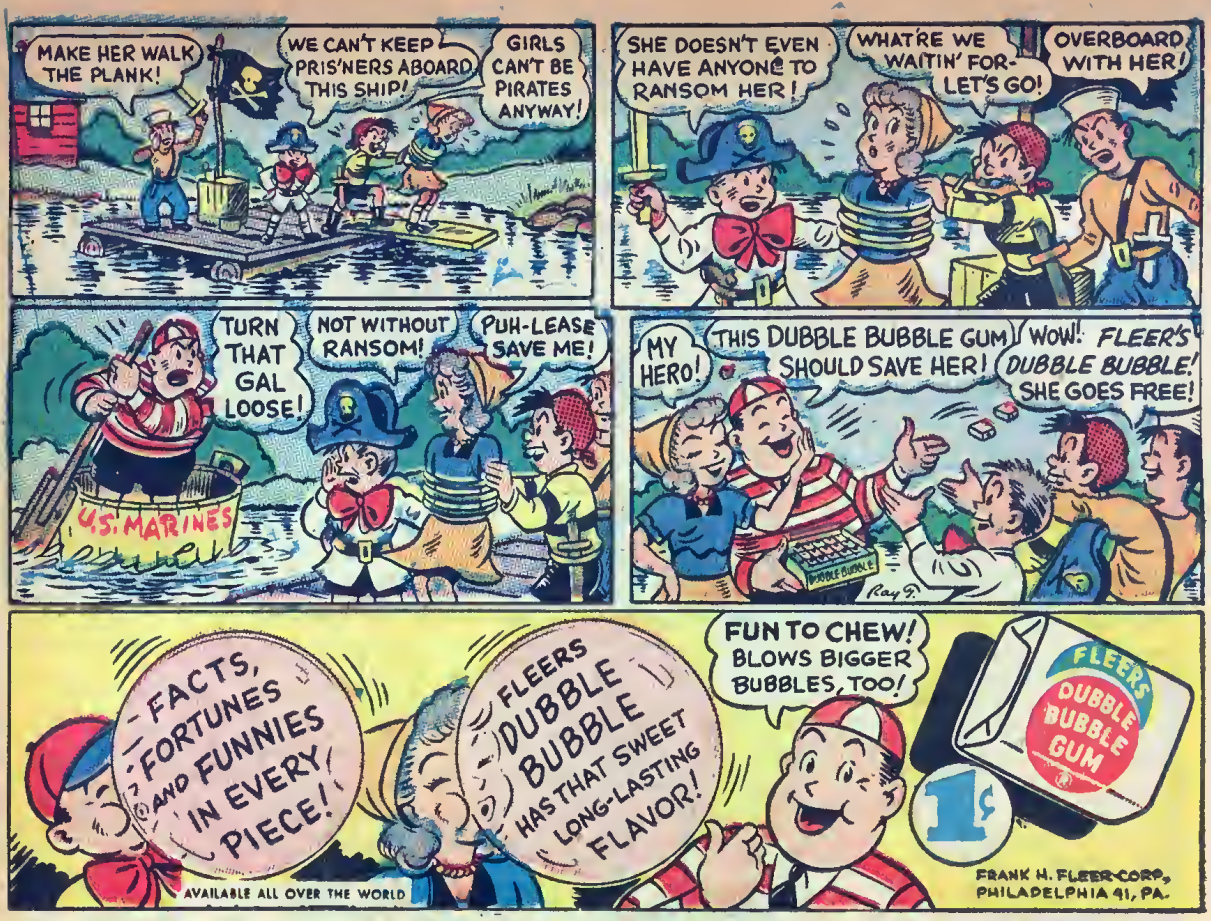
I WASN'T TALKING ABOUT YOUR FEET!
NATURALLY... YOU HARDLY KNOW THEM!

DO YA STILL THINK YA CAN SELL HER A VACUUM CLEANER?
I DON'T THINK I COULD EVEN GIVE IT AWAY!
DAN DECARLO


O.K., LADY... I CAN SEE YOU WON'T CHANGE YOUR MIND!
NO--I'M SATISFIED WITH THE ONE I'VE GOT!

2 MINUTES LATER...
IRMA, THERE'S A MAN DOWN THERE TEARING UP MAGAZINES...
...AND ANUDDER MAN BREAKIN' UP A VACUUM CLEANER! I WUNDER WHY?
LEMME SEE...
JANE'S DRESS BY: ANGELINE ORLOWSKA 458 3RD. ST. N.W. GRAND RAPIDS, MICH.
4


AH HA! I THOUGHT THERE WAS SOMETHING WRONG WITH THOSE SALESMAN! THEY WOULDN'T EVEN GIVE ME A CHANCE TO BUY ANYTHING!
!
THE END


MAKE HER WALK THE PLANK!
WE CAN'T KEEP PRIS'NERS ABOARD THIS SHIP!
GIRLS CAN'T BE PIRATES ANYWAY!
SHE DOESN'T EVEN HAVE ANYONE TO RANSOM HER!
WHAT'RE WE WAITIN' FOR- LET'S GO!
OVERBOARD WITH HER!
TURN THAT GAL LOOSE!
NOT WITHOUT RANSOM!
PUH-LEASE SAVE ME!
U.S. MARINES
MY HERO!
THIS DUBBLE BUBBLE GUM SHOULD SAVE HER!
WOW! FLEER'S DUBBLE BUBBLE! SHE GOES FREE!
FACTS, FORTUNES AND FUNNIES IN EVERY PIECE!
FLEERS DUBBLE BUBBLE HAS THAT SWEET LONG-LASTING FLAVOR!
FUN TO CHEW! BLOWS BIGGER BUBBLES, TOO!
FLEER'S DUBBLE BUBBLE GUM
1¢
AVAILABLE ALL OVER THE WORLD
FRANK H. FLEER CORP., PHILADELPHIA 41, PA.

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WHOLESALE CLOSEOUT! 1000 Commemoratives. Pictorials. Airs, etc. Unpicked, Off paper. Super value. A chance of a lifetime! Also wonderful penny approvals. Catelog to $1 on request.
$1.00 Pre Pd. Limit 1
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**20 STAMPS 50 YRS. OLD**
Each stamp at least 50 years old or more, only 10c to U. S. approval applicants
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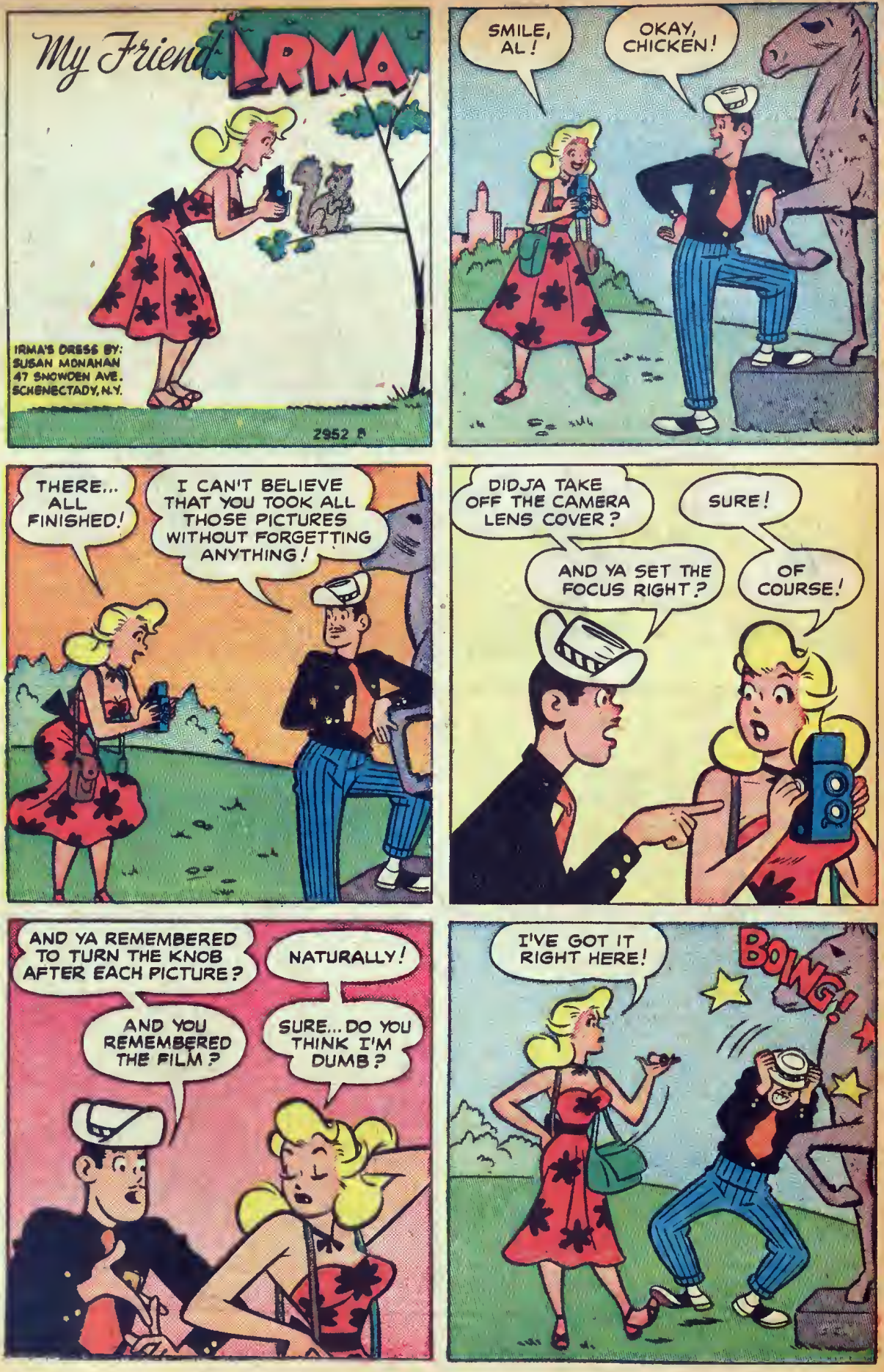
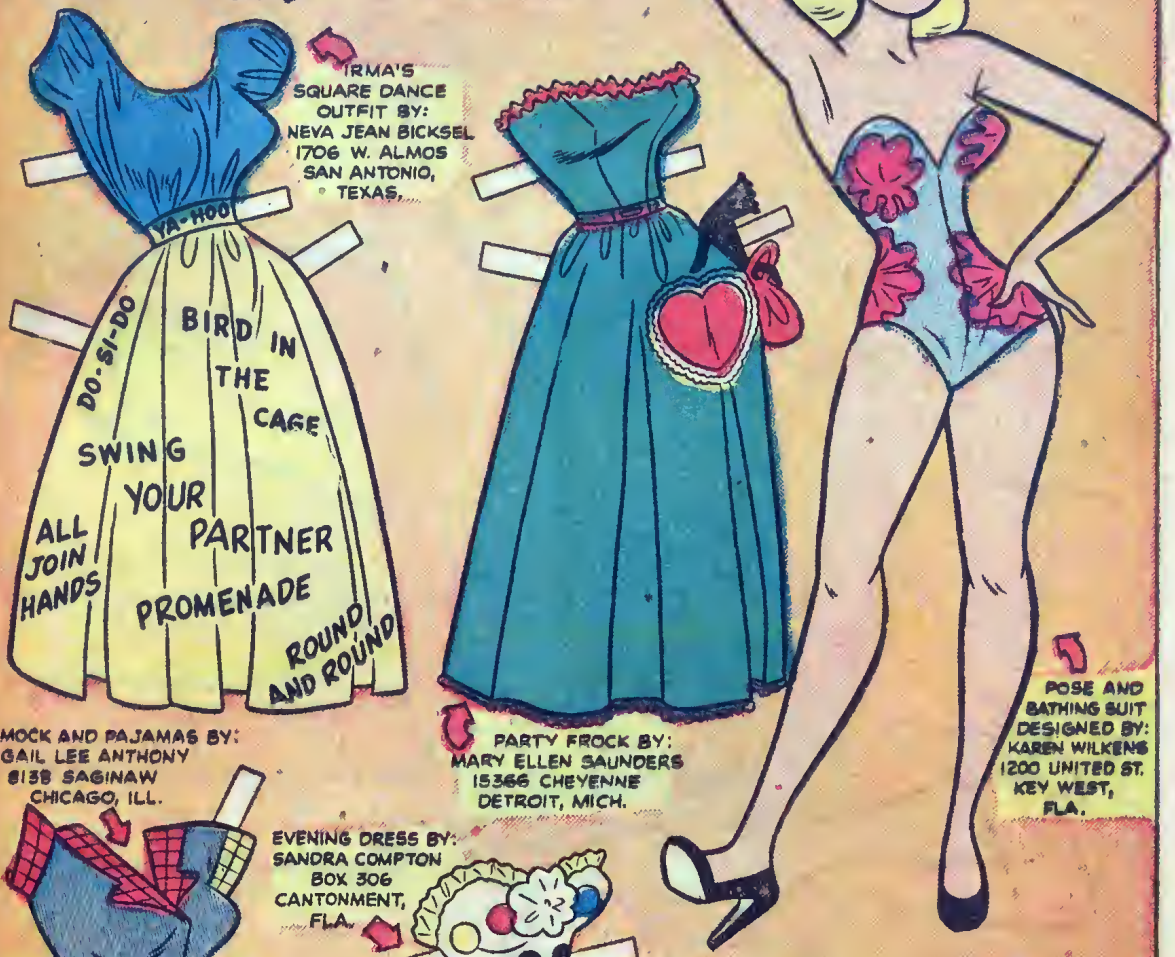

My Friend IRMA
IRMA'S DRESS BY:
SUSAN MONAHAN
47 SNOWDEN AVE.
SCHENECTADY, N.Y.
2952 R
SMILE, AL!
OKAY, CHICKEN!
THERE... ALL FINISHED!
I CAN'T BELIEVE THAT YOU TOOK ALL THOSE PICTURES WITHOUT FORGETTING ANYTHING!
DIDJA TAKE OFF THE CAMERA LENS COVER?
SURE!
AND YA SET THE FOCUS RIGHT?
OF COURSE!
AND YA REMEMBERED TO TURN THE KNOB AFTER EACH PICTURE?
NATURALLY!
AND YOU REMEMBERED THE FILM?
SURE... DO YOU THINK I'M DUMB?
I'VE GOT IT RIGHT HERE!
BOING!

# IRMA'S FASHIONS

I THINK AL'S AFRAID THAT SOMEBODY'S GOING TO KIDNAP ME... HE'S ALWAYS TELLING ME TO *WATCH MY FIGURE!*




IRMA'S SQUARE DANCE OUTFIT BY: NEVA JEAN BICKSEL 1706 W. ALMOS SAN ANTONIO, TEXAS.

PARTY FROCK BY: MARY ELLEN SAUNDERS 15366 CHEYENNE DETROIT, MICH.

POSE AND BATHING SUIT DESIGNED BY: KAREN WILKENS 1200 UNITED ST. KEY WEST, FLA.

SMOCK AND PAJAMAS BY: GAIL LEE ANTHONY 8138 SAGINAW CHICAGO, ILL.

EVENING DRESS BY: SANDRA COMPTON BOX 306 CANTONMENT, FLA.

SAILOR PLAYSUIT BY: MARYANNE LENGREHI 65 BLEECKER ST. JERSEY CITY, N. J.

**BECOME A MEMBER OF IRMA'S FASHION CLUB!**

SEND YOUR FASHION IDEAS TO:
"MY FRIEND IRMA"
FASHION CLUB
SUITE 1404
350 5TH AVE.
NEW YORK (1), N.Y.

9241

# IRMA'S DEPARTMENT OF UTTER CONFUSION!

HI, EVERYBODY! AL SAYS I SHOULD SAY SOMETHING FUNNY ON THIS PAGE, BUT MRS. O'REILLY ASKED WHY *THIS* PAGE SHOULD BE ANY DIFFERENT FROM THE *REST* OF THE MAGAZINE? YOU WONDERFUL READERS HAVE BEEN SENDING ME SO MANY IRMA-ISMS, THAT I'M EVEN BEGINNING TO TALK LIKE IRMA! COME TO THINK OF IT, I *AM* IRMA! JANE COMPLAINS BECAUSE THE THINGS I SAY DON'T MAKE SENSE... BUT WHAT DO I CARE AS LONG AS THEY MAKE *DOLLARS!* I'VE GOTTA GO NOW BECAUSE I HAVE SOME SEWING TO DO... MRS. O'REILLY SAID I SHOULD BUTTON UP MY LIP AND I'VE GOTTA FIND THE RIGHT SIZED BUTTON!

IRMA'S SHORTS BY:
CHARLEEN HELTZMAN
531770 2ND ST.
CLINTON, MO.

THIS MONTH'S WINNING IRMA-ISM:

JANE: I DON'T SEE HOW FOOTBALL PLAYERS EVER GET CLEAN!

IRMA: OH, JANE, HOW SILLY, WHAT DO YOU SUPPOSE THE SCRUB TEAM IS FOR!

SUBMITTED BY:
ERMA GINNEVAN
88 LACLEDE ST.
PITTSBURGH 11, PA.
AGE 13.

THE ELEVEN OTHER IRMA-ISM PRIZE WINNERS FOR THIS MONTH ARE:

| NAME: | PLACE: |
|---|---|
| HELEN WILKINSON | PEKIN, ILLINOIS |
| FRANCIS BICKELHAUPT | CLINTON, IOWA |
| JEAN ANN GRAFFO | NEW ORLEANS, LA. |
| SHARON KLONTZ | FREEPORT, ILLINOIS |
| LARRY HOM | BERKELY, CALIF. |
| BETTY HAHN | CHICAGO, ILLINOIS |
| SUSAN HALE | HICKMAN, KENTUCKY |
| DORIS PADILLA | FORT MYERS, FLA. |
| PATTY TOLLINGRUD | GAUDETTE, MINNESOTA |
| JOANNE ROLEY | IONE, CALIF. |
| CAROL SHERMAN | NIANTIC, CONN. |

EACH ONE WILL RECEIVE, ABSOLUTELY FREE, AN AUTOGRAPHED DRAWING OF IRMA BY ARTIST DAN DE CARLO!

AND IF ANY OF YEZ WANTS A PITCHER OF *ME*, JUST ASK FER IT! IF YER A *MAN*, I'LL COME TO SEE YA POISONALLY!

COME BACK, YOU WORM! I'LL TEACH YOU TO GO AROUND TELLING PEOPLE THAT I HAVE A FACE LIKE A SICK HORSE!

VOT ARE *YOU* ANGRY ABOUT? YOU SHOULD HEAR HOW DER *HORSE* COMPLAINED!

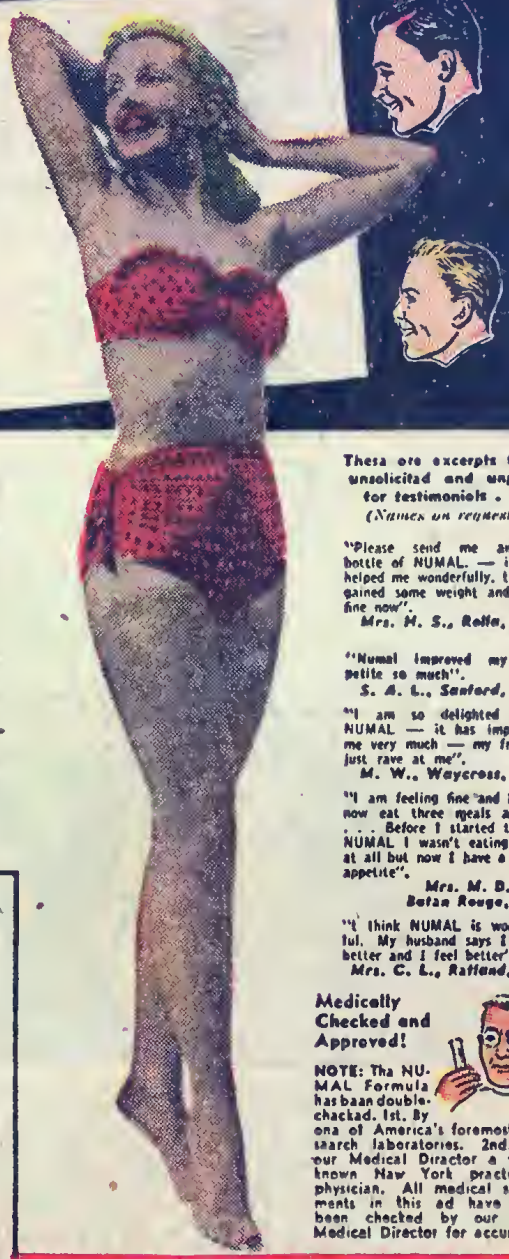
SEND YOUR LETTERS TO:
"CONTEST EDITOR--MY FRIEND IRMA"
SUITE 1404, 350 5TH AVENUE.
NEW YORK (1), NEW YORK.

AND ENCLOSE THIS COUPON:
MY NAME IS _____
ADDRESS _____
CITY AND STATE _____
AGE _____

9242

# SKINNY GIRLS ARE NOT GLAMOUR GIRLS!

## HOW TO ADD *Glamorous Curves* TO YOUR FIGURE



IF you are a normal, healthy underweight person and are ashamed of your skinny, scrawny figure, NUMAL can help you add pounds and pounds of firm, attractive flesh to your figure.

For NUMAL, a doctor-approved formula, contains essential minerals, vitamins and nutrients that may aid your appetite. Then you eat more and enjoy what you eat. But that isn't all. NUMAL contains a food element which is also a great help in putting on weight. So don't let them snicker at your skinny, scrawny figure. A skinny, scarecrow figure is neither fashionable nor glamorous. Remember, the girls with the glamorous curves get the dates. So start NUMAL today. You'll love the taste . . . you'll love the results. SEND NO MONEY. Just your name and address. When postman delivers NUMAL in plain wrapper, pay him only $2 plus postage and C.O.D. fees. Note: You save all postal charges if you send $2 with order.

## SKINNY MEN ARE NOT ATTRACTIVE EITHER

Make no mistake about it—a skinny, scrawny body is no asset in social, business or sports life. So if you are a normal, healthy underweight person, give NUMAL a chance to build you up, put firm flesh on your frame. NUMAL is sold on Money Back Guarantee—it must please you or your money back. You'll like NUMAL. It tastes good, does good. Order yours today.

**USE CONVENIENT COUPON NOW**

**These are excerpts from unsolicited and unpaid for testimonials . . .**
*(Names on request)*

"Please send me another bottle of NUMAL. — it has helped me wonderfully. I have gained some weight and feel fine now".
*Mrs. H. S., Rolla, Mo.*

"Numal improved my appetite so much".
*S. A. L., Sanford, Fla.*

"I am so delighted with NUMAL — it has improved me very much — my friends just rave at me".
*M. W., Waycross, Ga.*

"I am feeling fine and I can now eat three meals a day . . . Before I started taking NUMAL I wasn't eating well at all but now I have a good appetite".
*Mrs. M. B. C., Baton Rouge, La.*

"I think NUMAL is wonderful. My husband says I look better and I feel better".
*Mrs. C. L., Rutland, Vt.*

**Medically Checked and Approved!**

NOTE: The NUMAL Formula has been double-checked. 1st. By one of America's foremost research laboratories. 2nd. By our Medical Director a well-known New York practicing physician. All medical statements in this ad have also been checked by our own Medical Director for accuracy.

## MONEY-BACK GUARANTEE!

If you aren't pleased with results after using one bottle of NUMAL, you get your money back. Fill in and mail coupon now. NOTE: If underweight persists see your doctor.

**U. S. NATURE PRODUCTS CORP.**
3560 Broadway, Dept. 97 H New York 31, N. Y.

**SEND NO MONEY! . . ORDER ON APPROVAL!**

## MAIL COUPON TODAY!

**U. S. NATURE PRODUCTS CORP.**
**3560 Broadway, Dept. 97 H New York 31, N.Y.**

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman $2.00 plus C.O.D. charges and postage.

Name_____

Address_____

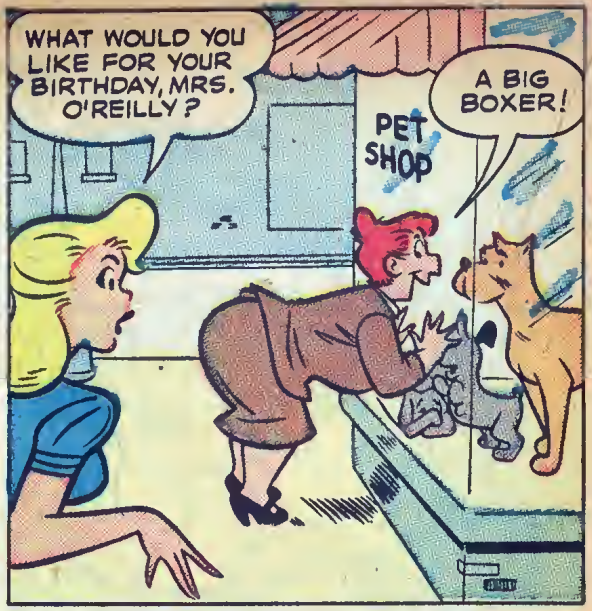
City_____ Zone_____ State_____

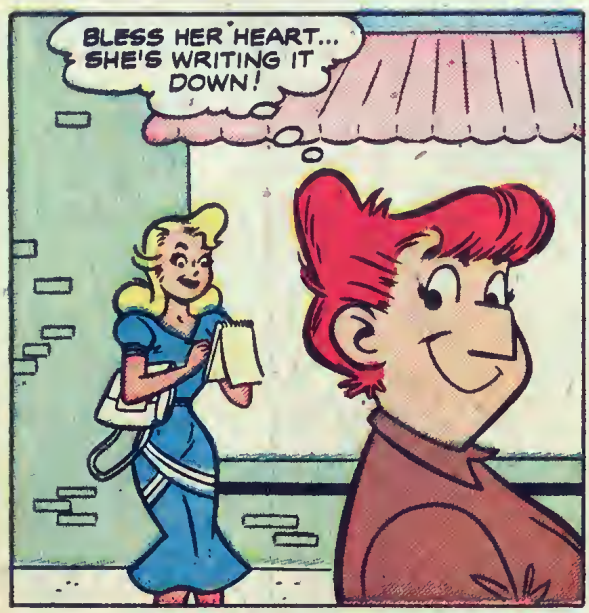
NOTE: If you want to save all postal charges enclose $2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.
Sorry: Canadian orders cannot be sent COD. Send International Money Order.

My Friend IRMA
IRMA'S DRESS BY:
JANET ANN FLANDERS
28 FRISBIE ST.
BATTLE CREEK,
MINN.
2952 C
YES, LADY?
I WANNA COMPLAIN ABOUT THIS UMBRELLA!
COMPLAINT DEPT.
WHAT SEEMS TO BE THE TROUBLE?
IT MUST HAVE A LEAK... I GOT SOAKING WET!
I CAN'T UNDERSTAND IT... IT'S OUR VERY BEST MODEL!
SAY... I JUST THOUGHT OF SOMETHING!
DIDJA GET YOUR MONEY BACK, CHICKEN?
NO!
WHY NOT... YOU GOT WET WHEN YOU USED THE UMBRELLA, DIDN'T YOU?
JANE'S DRESS BY: BILLIE RAPER, RTE.2, BOX 401, WILMINGTON, N.C.
YES... BUT THE MAN SAID I SHOULD HAVE OPENED IT UP FIRST!
!
PLOP!

My Friend IRMA
IRMA'S DRESS BY: ARVELYN ANDERSON 2520 W. LINCOLN HIGHWAY, GRAND ISLAND, NEB.
2952 D
JANE, WHAT'S WRONG WITH CHICKEN?
I DUNNO!
JANE'S DRESS BY: LINDA L. DAVEY BOX 285 WELCOME, MINN.
LOOK AT HER!
I THINK SHE'S HAVING A FIT!
IRMA... WHAT ON EARTH ARE YOU DOING?
I DIDN'T FEEL WELL SO THE DOCTOR GAVE ME SOME MEDICINE...
AND HE TOLD ME TO SHAKE WELL BEFORE USING!

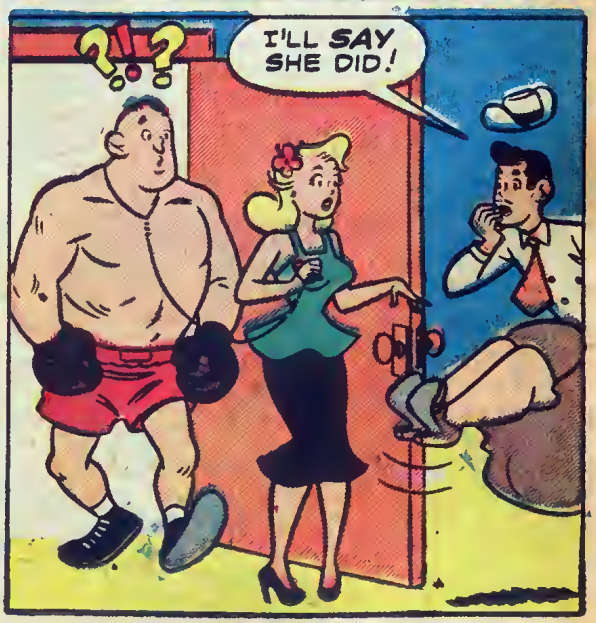
My Friend IRMA
PET SHOP
IRMA'S DRESS BY: DOLLIE SALES
RTE 1. BOX 288, DURHAM, N.C.
2952 E


WHAT WOULD YOU LIKE FOR YOUR BIRTHDAY, MRS. O'REILLY?
A BIG BOXER!
PET SHOP


BLESS HER HEART... SHE'S WRITING IT DOWN!

HAPPY BIRTHDAY, MRS. O'REILLY!
EVERYBODY'S HERE BUT CHICKEN!
HERE SHE COMES NOW!

I BROUGHT YOU A BIRTHDAY PRESENT, MRS. O'REILLY!
OH, YOU LITTLE DARLING...DID YOU GET ME A BOXER?
IRMA'S DRESS BY: LOIS GILBERT, 1763 PERRYSVILLE AVE. PITTS, PA.


?!?
I'LL SAY SHE DID!

# STAMPS

# SHOP BY MAIL

"Polar Bear" Triangle Set — FREE! 2 Mig beauties, also 5 colored Flag, Damascus, Will Rogers Airmail, Midget, 1st U. S. commemorative, Harrison, etc.—FREE to approval buyers for 3c postage.
Belmont Stamp Co., Dept. No. 8S, Washington 15, D. C.

**"HOW** To Recognize Rare Stamps!"
FREE eBOOK containing nearly 200 illustrations PLUS information that every collector should have!
KENMORE, Richford H-72, Vermont

**COLLECT** CARTOPHILIC CARDS
New fascinating hobby—Interesting packet containing Birds, Butterflies, Aeroplanes, Flowers, Trains and other rare cards—Plus big illustrated catalogue—All for 10c.
INTERNATIONAL CARTOPHILIC CO., Dept. M, 1152 Yonge St., Toronto, Canada

FREE! BORNEO, 3 TRIANGLES!
Midget Triangle, 2 Giant "Cardboard" Triangles, Borneo "Anteater," Tasmania, Porto Rico, others — FREE to approval buyers for 3c postage.
POTOMAC STAMP CO.
Dept. No. 7 WASHINGTON 15, D. C.

54 Diff. Roosevelt Stamps, etc. Big Lot 54 Different includes Roosevelt stamps from Monaco & San Marino, also Hitler & Mussolini stamps from Libia, Bohemia & many others. ALL ONLY 5c Approvals. MARYLAND STAMP CO., Arlington-M Baltimore 15, Md.

GIANT AND MIDGET TRIANGLES Siberia and Bolivia (shown), also Cannibal and Treasure Islands, Mosavite, Arabia, smallest stamp, Thailand, etc. ALL FREE with approvals. Postage 3c.
SEMINOLE STAMP CO. Dept. 21, LEEDS, ALA.

**500** Exotic Japan STAMPS **10c!**
KENMORE, Richford J-72, Vermont

**584-Pg. Catalog 7500 Novelties, Tricks, Hobbies, Fun-makers 10c**
More Fun than Carnival, Circus & World's Fair! Time-savers, money-savers, gifts, gadgets, fun-makers, office supplies, banks, auto & bike novelties, photo items, jokers, tricks, magic, hobbies, books, radio & science items, sporting goods, jewelry, music, party & household goods, live pets, etc. Coronet, New Yorker, Colliers call it "most unusual catalog in world". 1" thick. Rush 10c with name & address to
10c
Johnson Smith Co. Dept. 342, Detroit 7, Michigan

**Repeating Slingshot**
Accurate — Powerful — Sturdy
For target – hunting – pests – dog training. On market since 1935. Made of non-rust aluminum and steel. Shoots only one-size shot for accuracy. Loads from handle. Magazine holds 150 BB's. Six design features. Send 50c today to
THE SLINGO COMPANY
Dept. X-5 Alexandria, Va.

## BILLY the KID "lucky" SADDLE RING $1.00

An exact copy of Billy's ring – as he wore it in action. Handsomely formed and plated with Rhodium. Massive, impressive, fits any size finger—for Boys and Girls. Cost to you is only $1.00 (since we are the manufacturers).
SEND NO MONEY! Just clip ad and mail with name and address. Pay postman $1.00 plus postage. Send cash, and we mail postpaid. Wear for 5 Days. If not delighted return for refund.
CIRCLE JEWELRY PRODUCTS
Dept. M-1,148 W. 24th Street New York, N. Y.

yours FREE... with each ring

A replica of old Spanish coin found in the ruins of the Alamo in 1836.

**FREE**
Every CATHOLIC will prize this Gold Finish Pocket Statue
INFANT OF PRAGUE
with carrying case. Also opportunity to earn a valuable premium.
SEND NAME AND ADDRESS TO
Dept. 12 THE CASEY CO. Prov. 7, R. I.

**WORLD'S LARGEST STAMP!**
A real curiosity! A stamp so large (7½x14 inches) it will occupy a full page in your album. Retails for 50c. Given FREE to approval service applicants sending 3c postage. STAMPS: All diff., 500, $1; 1000, $2.
TATHAM STAMP CO., Springfield 73 Mass.

## "With God"

ALL THINGS ARE POSSIBLE!"

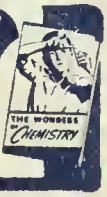
Are you facing difficult Problems? Poor Health? Money or Job Troubles? Love or Family Troubles? Are you worried about some one dear to you? Is some one dear to you Drinking too Much? Do you ever get Lonely — Unhappy — Discouraged? Would you like to have more Happiness, Success and "Good Fortune" in Life?

If you do have any of these Problems, or others like them, dear friend, then here is wonderful NEWS—NEWS of a remarkable NEW WAY of PRAYER that is helping thousands of other men and women to glorious NEW happiness and joy! Whether you have always believed in PRAYER or not, this remarkable NEW WAY may bring a whole NEW world of happiness and joy to you — and very, very quickly too!

So don't wait, dear friend. Don't let another minute go by! If you are troubled, worried or unhappy IN ANY WAY — we invite you to clip this Message now and mail with 6c in stamps so we can rush FULL INFORMATION to you by AIR MAIL about this remarkable NEW WAY of PRAYER that is helping so many, many others and may just as certainly and quickly help YOU!

You will surely bless the day—so please don't delay! Just clip this Message now and mail with your name, address and 6c in stamps to LIFE STUDY FELLOWSHIP, Box 7512, Noroton, Conn. We will rush this wonderful NEW Message of PRAYER and FAITH to you by AIR MAIL.

**BOYS-IT'S FREE!**



"THE WONDERS OF CHEMISTRY"
This exciting new book shows how to amaze your friends with chemical magic, describes many fascinating home experiments, tells of fun, thrills and big future opportunities for boys who know chemistry. Special atomic energy feature. Send today!
THE PORTER CHEMICAL COMPANY
25 Prospect Avenue Hagerstown, Maryland

**SONG POEMS** Wanted To Be Set to Music
Send your poems for free examination. Any subject.
PHONOGRAPH RECORDS MADE.
Five Star Music Masters 327 Beacon Bldg., Boston, Mass.

**Ugly BLACKHEADS OUT IN SECONDS**

Keep your complexion free of Blackheads this new way — look attractive instantly!

**Try VACUTEX Blackhead-Remover**

$1.00

The amazingly effective Vacutex extracts Blackheads automatically — WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

AT YOUR DEALER OR USE COUPON

**10 DAY TRIAL COUPON**

BALLCO PRODUCTS CO., Dept 280 S —
19 West 44th St., New York 18, N. Y.
☐ Enclosed find $1. Send postpaid.
☐ Send C.O.D. I will pay postman $1 plus postage. $1 refund if not delighted.
SORRY NO C. O. D.'s OUTSIDE U. S. A.

**NOW • WALT DISNEY CHARACTER MASKS ON WHEATIES BOXES**

NO BOXTOPS TO SEND! CUT 'EM RIGHT OFF THE PACKAGE

# My Friend IRMA

IRMA, GIVE ME A HAND WITH THIS PAINTING!
GOSH, JANE, YOU KNOW I CAN'T PAINT!
JANE'S DRESS BY: PATTY HILLARY, SPIRIT LAKE, IOWA
IRMA'S OUTFIT BY: ELIZABETH NYLAND, ZIONSVILLE, INDIANA

by Stan Lee

9287

IT DIDN'T DO ANYTHING!
SO WHY HANG IT?
IRMA, ALL I WANT YOU TO DO IS STAND OVER THERE NEAR THAT WALL, AND TELL ME IF IT LOOKS CROOKED!
NO, JANE... IT'S STRAIGHT ENOUGH!
I MEANT THE PICTURE!!
WHY, OH, WHY DO I EVER ASK YOU QUESTIONS?!!?
WHAT ELSE IS THERE TO ASK?
STAND HERE AND LOOK AT THAT PAINTING!!
OK!
DOES IT LOOK LIKE IT'S ON AN ANGLE?
NOPE! IT LOOKS LIKE IT'S ON A WALL!

I MEAN DOES IT LOOK CROOKED?
YOU CAN'T TELL BY JUST LOOKING! HAS IT COMMITTED ANY CRIMES?
HOW CAN A PAINTING COMMIT A CRIME??!!
WHY ASK ME? ASK THE PAINTING!
IRMA, IT'S EASY TO SEE THAT WE AREN'T GETTING ANYWHERE!
HOW CAN WE? WE HAVEN'T LEFT YET!
1-2-3-4-5-6-
BESIDES, I'D BE GLAD TO HELP YOU HANG THAT PICTURE, IF YOU'D STOP WASTING TIME WITH SILLY QUESTIONS!
!?
15 SECONDS LATER...
AT LAST THAT'S TAKEN CARE OF!
DAN DECARLO
3
WHAT AN ODD WAY TO HANG A PAINTING!
?
THE END

# Miss Lee - Fashions

## Style #633 MISTY LACE

Imported Chantilly Lace

Sheer enchantment with the magic of lace! . . . Exquisitely lovely sheer net clings lovingly over bared shoulders to a figure-caressing bodice of imported Chantilly Lace that falls into a graceful peplum and cascades helplessly to the hemline of the widest of wide filmy dancing skirts (over its own slip). Colorful blushing flowers highlight a tiny waist. In Superb Quality Celanese Taffeta and Marquisette net

**IN BEWITCHING COLORS:**

- BLACK
- AQUA
- WHITE
- ROSE

**IN ALL SIZES**

9-11-13-15-17
10-12-14
16-18-20

only **9.98**

16½-18½-20½
22½-24½-26½
38-40-42
44-46-48

only **10.98**

## Style #585C DARE DEVIL

Head for his heart in a dress that rises to every occasion . . . Striking red, white and black checks enhance spreading bat wing sleeves and the coquettish kick pleat. Pert Peter Pan collar tops a row of bosom-flattering buttons parading to the nipped in waist . . . Sultry stem-slim skirt.

IN CHECKS OR STRIPES

**IN ALL SIZES**

9-11-13-15-17
10-12-14-16-18-20

only **7.98**

16½-18½-20½
22½-24½-26½
38-40-42-44-46-48

only **8.98**

Style #585S

Black and White
Red and White stripes

Send 10¢ for our latest catalog!

Style #585S

**SENT ON APPROVAL — 10 DAY FREE TRIAL!**

MISS LEE-FASHIONS, Inc., Dept. 1112
22 West 48th Street, New York 19, N. Y.

Please send me the following dresses in styles, sizes and colors indicated if not delighted I may return dress within 10 days for refund

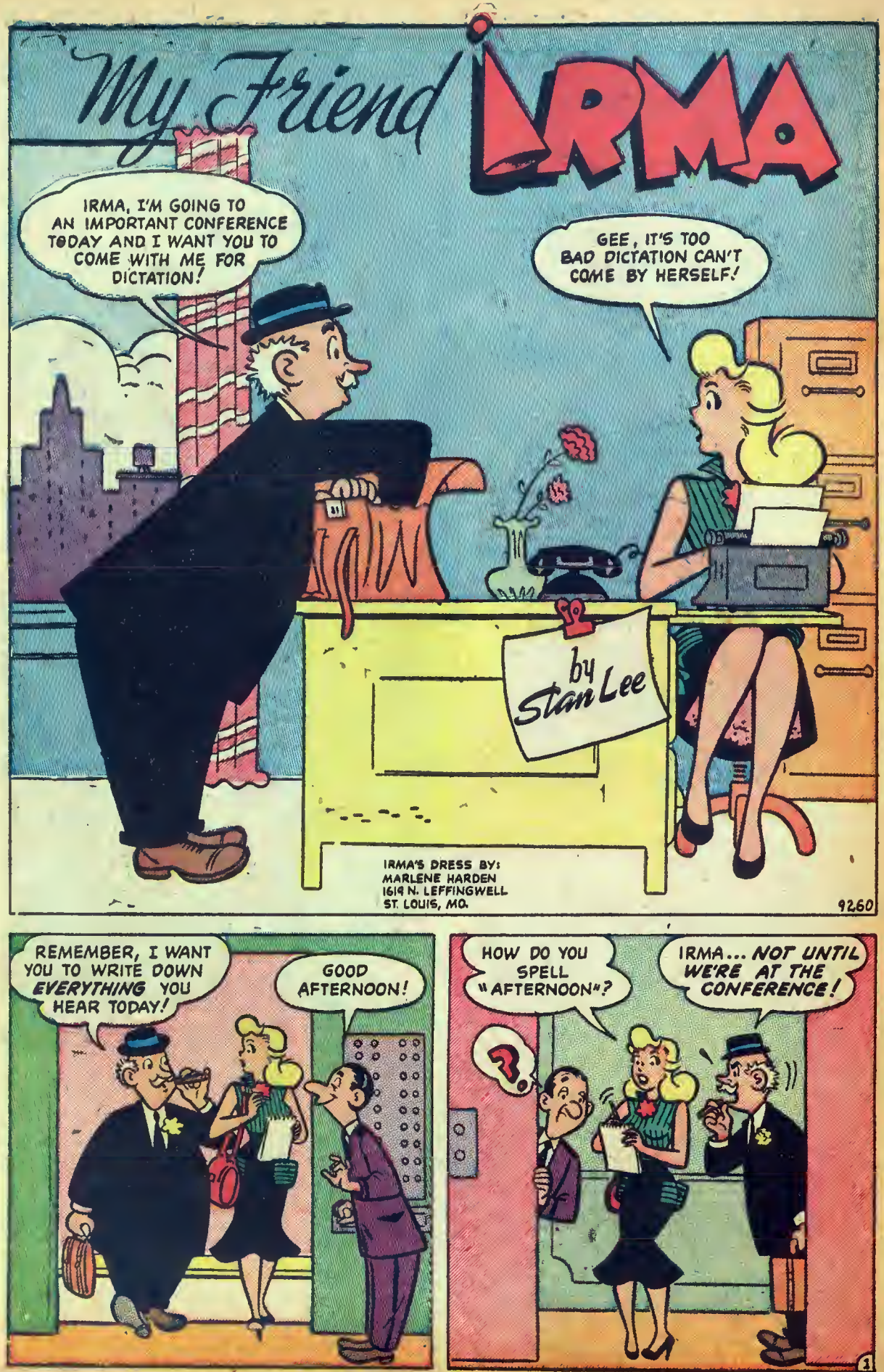
| Style No. | Size | First Color Choice | Second Color Choice |
|---|---|---|---|
| | | | |

☐ I enclose $1.00 deposit. I'll pay postman balance plus postage
☐ I enclose full amount, you pay postage.

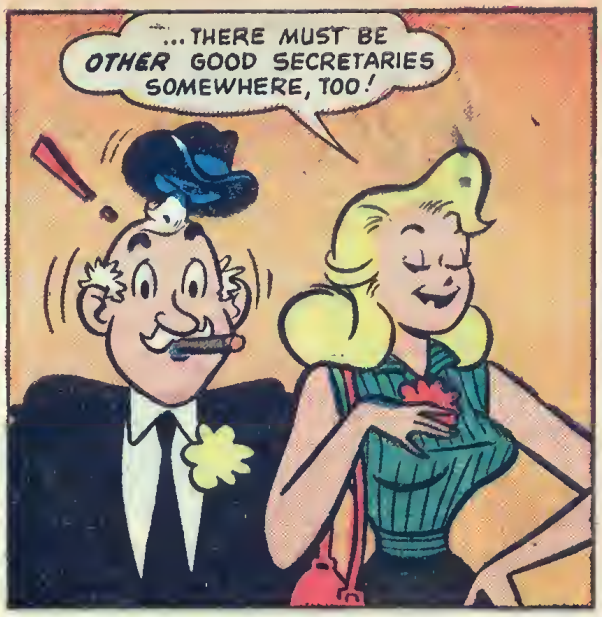
NAME_____

ADDRESS_____

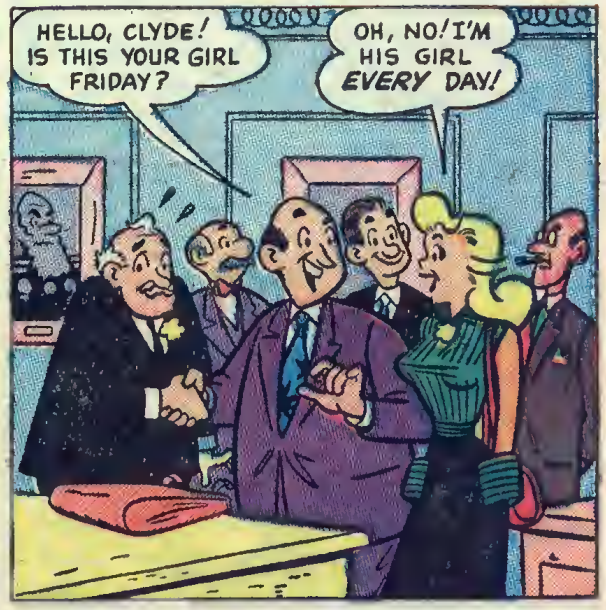
CITY_____ ZONE____ STATE_____


My Friend IRMA
IRMA, I'M GOING TO AN IMPORTANT CONFERENCE TODAY AND I WANT YOU TO COME WITH ME FOR DICTATION!
GEE, IT'S TOO BAD DICTATION CAN'T COME BY HERSELF!
by Stan Lee
IRMA'S DRESS BY:
MARLENE HARDEN
1614 N. LEFFINGWELL
ST. LOUIS, MO.
9260
REMEMBER, I WANT YOU TO WRITE DOWN EVERYTHING YOU HEAR TODAY!
GOOD AFTERNOON!
HOW DO YOU SPELL "AFTERNOON"?
?
IRMA... NOT UNTIL WE'RE AT THE CONFERENCE!
1

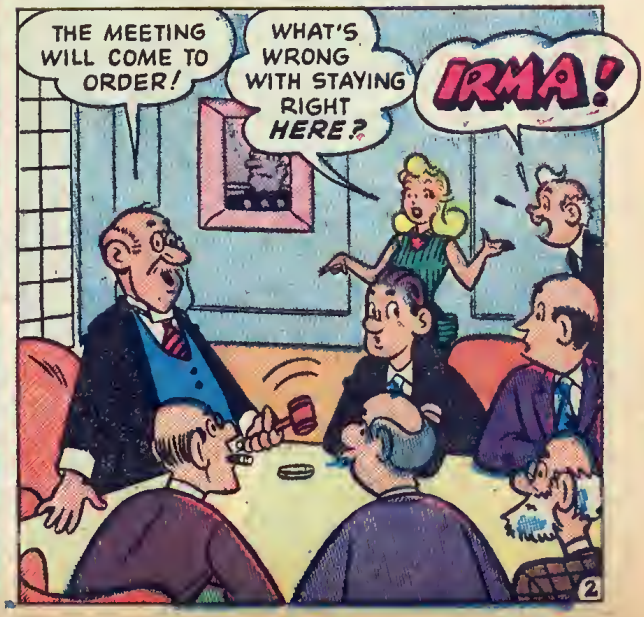
I'LL BET YOU'RE THE MOST COMPLETELY INCOMPETENT SECRETARY IN THE WHOLE WORLD!
OH, I WOULDN'T SAY THAT...


...THERE MUST BE *OTHER* GOOD SECRETARIES SOMEWHERE, TOO!

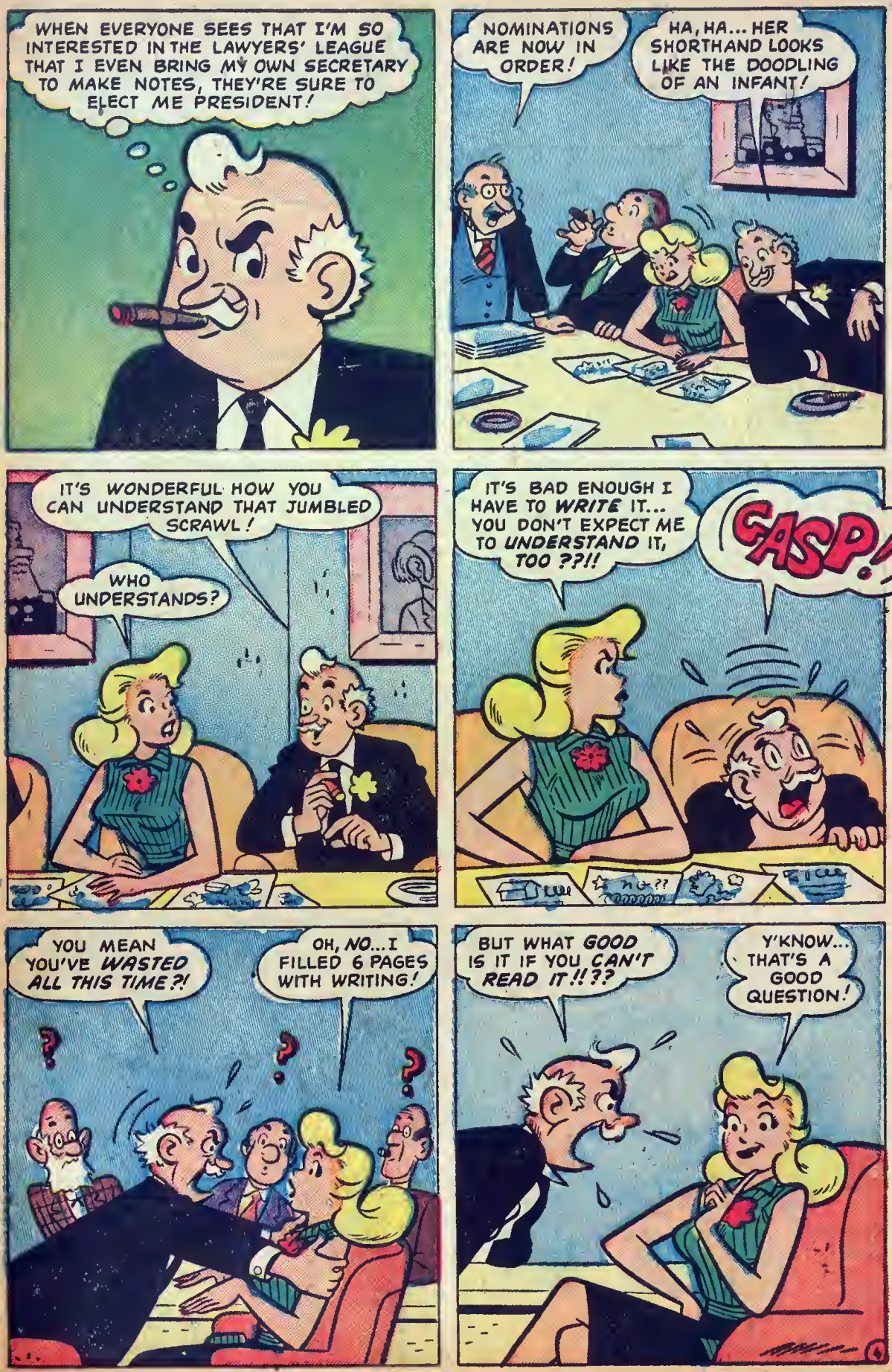
HERE WE ARE! REMEMBER TO BE ON YOUR BEST BEHAVIOR!
LAWYERS' LEAGUE
CAN'T I SIT ON A *CHAIR* LIKE EVERY-ONE ELSE?


HELLO, CLYDE! IS THIS YOUR GIRL FRIDAY?
OH, NO! I'M HIS GIRL *EVERY* DAY!

WELL, WHAT'RE YA GONNA DO?
I KNOW... THINGS ARE BAD ALL OVER!


THE MEETING WILL COME TO ORDER!
WHAT'S WRONG WITH STAYING RIGHT *HERE?*
IRMA!

AS YOU ALL KNOW, WE HAVE TO APPOINT A NEW PRESIDENT...
DID TRUMAN QUIT?
I'LL WRITECHA A LETTER...
DON'T BOTHER... I'M RIGHT HERE!
SHUDDUP
FOR A MINUTE!
SHHH... I CAN'T HEAR THE SPEAKER!
MAKE SURE YOU COPY HIS WHOLE SPEECH DOWN IN SHORTHAND!
BUT BOTH MY HANDS ARE THE SAME SIZE!
WRITE!
BLESS HER HOLLOW LITTLE HEAD... LOOK HOW SHE'S WORKING LIKE A BEAVER TO TAKE THOSE NOTES!
... AND IN CONCLUSION LET ME SAY...
DO YOU COMPREHEND MY DISCOURSE, YOUNG LADY?
?
OH, NO... I CAN HEAR EVERY WORD!
3


WHEN EVERYONE SEES THAT I'M SO INTERESTED IN THE LAWYERS' LEAGUE THAT I EVEN BRING MY OWN SECRETARY TO MAKE NOTES, THEY'RE SURE TO ELECT ME PRESIDENT!
NOMINATIONS ARE NOW IN ORDER!
HA, HA... HER SHORTHAND LOOKS LIKE THE DOODLING OF AN INFANT!
IT'S WONDERFUL HOW YOU CAN UNDERSTAND THAT JUMBLED SCRAWL!
WHO UNDERSTANDS?
IT'S BAD ENOUGH I HAVE TO WRITE IT... YOU DON'T EXPECT ME TO UNDERSTAND IT, TOO ??!!
GASP!
YOU MEAN YOU'VE WASTED ALL THIS TIME?!
OH, NO... I FILLED 6 PAGES WITH WRITING!
BUT WHAT GOOD IS IT IF YOU CAN'T READ IT!!??
Y'KNOW... THAT'S A GOOD QUESTION!

CLYDE, CAN WE KEEP A COPY OF YOUR NOTES FOR OUR RECORDS?
I HAVEN'T ANY NOTES... MY SECRETARY WAS JUST... EH... WRITING SOME LETTERS FOR ME!
SEE?... YOU JUST LOST ME THE PRESIDENCY!!
DON'T WORRY... WE'LL FIND IT! WHERE DID YOU HAVE IT LAST?
AND NOW TO ANNOUNCE OUR CHOICE FOR PRESIDENT...
MR. CLYDE... WHY ARE YOU WRITING ON THAT PINK SLIP?
DAN DECARLO
WE HAVE CHOSEN MILTON J. CLYDE AS OUR NEW PRESIDENT!
BECAUSE HE IS RESOURCEFUL ENOUGH NOT TO BOTHER WITH NOTES AT EACH MEETING... ONLY A CLEAR-THINKING, SMART EXECUTIVE WOULD TRUST HIS OWN MEMORY!
'IRMA, I'VE FINALLY DECIDED THAT WITH YOUR LUCK YOU DON'T NEED ANY BRAINS!
THANK YOU...
... BUT AREN'T YOU GLAD I'VE GOT BOTH?
THE END
5

Reducing Specialist Says:

# LOSE WEIGHT Where It Shows Most REDUCE MOST ANY PART OF THE BODY WITH

UNDERWRITERS LABORATORY APPROVED

# Spot Reducer

**Relaxing · Soothing Penetrating Massage**

PLUG IN GRASP HANDLE AND APPLY

FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

## TAKE OFF EXCESS WEIGHT!

### Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips chest, neck, thighs, arms buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

#### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts Underwriters Laboratory approved.

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

### ALSO USE IT FOR ACHES AND PAINS

**CAN'T SLEEP:**

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

**MUSCULAR ACHES:**

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage

**LOSE WEIGHT OR NO CHARGE**

**USED BY EXPERTS**

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

**ORDER IT TODAY!**

**SENT ON APPROVAL—MAIL COUPON NOW!**

SPOT REDUCER CO., Dept. E 547
318 Market St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose $1. Upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name .....

Address .....

City ..... State .....

☐ SAVE POSTAGE—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

Mothers-Housewives-
HERE'S AN AMAZING
New Plan!

# Gorgeous Dresses for You without paying 1¢...

YOUR CHOICE OF MORE THAN 100 BEAUTIFUL NEW STYLES

AND OPPORTUNITY TO EARN UP TO $7.00 IN A DAY IN EASY DELIGHTFUL SPARE TIME VISITING!

COLOR-SWEPT NAVY—Lusns Fsille—two feather-stitched bands of exciting color swasp ocross bodice and down the skirt.

LUSTROUS GABARDINE—charming, youthful, exquisitely-tsilored suit—Robin Red, Sherwood Green, Nsvy Sheen.

AT FAR RIGHT—WONDERFUL LYNNIN—gsyly checked with colorful ginghsm. Colors—Boxwood Green or Blusbonnet.

No wander thousands of happy women everywhere are raving about this amazingly easy plan to get dresses WITHOUT PAYING ONE PENNY! It's so simple! We send you ABSOLUTELY FREE the famous Harford Frocks full color presentation showing more than 100 latest dress styles at LOW, MONEY SAVING PRICES. You show them to friends, neighbors, fellow-workers and members of your family . . . send in as few as 3 orders . . . and presto! . . . you select a dress for yourself, your own style, fabric, and size, and it's yours, without paying even one penny! You can get dress after dress this delightfully easy way, and be doing your friends a big favor, bringing them the very latest fashions at astonishing low prices. Yes . . . all gorgeous, fine quality fabrics . . . all sizes, even stouts . . . and not only dresses, but also suits, sportswear, lingerie, hosiery, children's wear, etc. You need no experience, and you can do all this in your spare time. Mail the coupon at once for FREE Sample Outfit, and see for yourself.

## Imagine! Up to $7.00 in a Day For Your Spare Time!

And here's more great news! If you prefer, you can make good money taking orders—actually up to $7.00 in a single day—because famous Harford Frocks are so exclusive, so well made, so utterly charming, and such wonderful values, that dozens and dozens of women who see them will give you their orders. Yes, when you rush the coupon below you are entering on an exciting adventure . . . dresses of your own without cost—money of your own for all the things you'd like to have. No matter where you live or what your age, rush this coupon now. SEND NO MONEY. Everything you need to start will be rushed to you ABSOLUTELY FREE!

## Mail Coupon Now ...Everything FREE

You've never seen such an elaborate, costly presentation of dresses, and it's all yours—ABSOLUTELY FREE—just for sending this coupon. You'll see a complete collection of gorgeous styles, showing full real colors and in every kind of quality fabric—nylons, rayons, cottons, woolens, crepes—guaranteed to fit and wear and launder or money back—and at sensational money-saving prices. You don't pay one penny now or ever for this wonderful presentation. Hurry! Rush coupon and it will be on the way to you ABSOLUTELY FREE.

**HARFORD FROCKS, Inc.**
**DEPT. E 2105 CINCINNATI 25, OHIO**

HARFORD FROCKS, Inc.
Dept. E 2105 Cincinnati 25, Ohio

*Rush Absolutely Free* the complete Harford Frocks Style Presentation so I can start quickly getting personal dresses without paying one cent for them and making money in spare time.

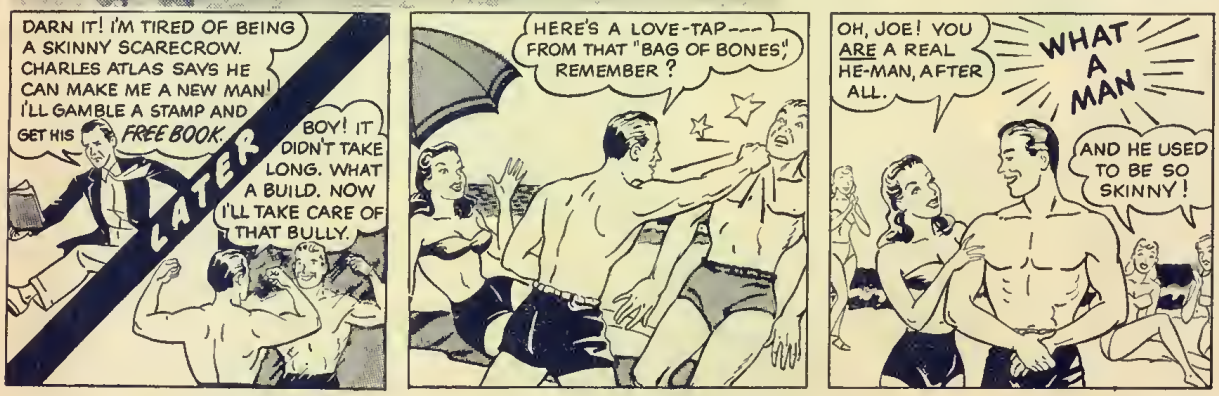
Nam _____

Address _____

City _____ State _____

Dress Size _____ Age _____

Paste This Coupon on Postcard—and Mail


DARN IT! I'M TIRED OF BEING A SKINNY SCARECROW. CHARLES ATLAS SAYS HE CAN MAKE ME A NEW MAN! I'LL GAMBLE A STAMP AND GET HIS FREE BOOK.
LATER
BOY! IT DIDN'T TAKE LONG. WHAT A BUILD. NOW I'LL TAKE CARE OF THAT BULLY.
HERE'S A LOVE-TAP--- FROM THAT "BAG OF BONES," REMEMBER?
OH, JOE! YOU ARE A REAL HE-MAN, AFTER ALL.
WHAT A MAN
AND HE USED TO BE SO SKINNY!

# I Can Make YOU a New Man, Too, In Only 15 Minutes a Day!

**CHARLES ATLAS**
Holder of title, "The World's Most Perfectly Developed Man."

PEOPLE used to laugh at my skinny 97-pound body. I was ashamed to strip for sports or for a swim. Girls made fun of me behind my back. THEN I discovered my body-building system, *"Dynamic Tension."* It made me such a *complete* specimen of manhood that I hold the title, "The World's Most Perfectly Developed Man."

### *What's My Secret?*

When you look in the mirror and see a healthy, husky, fellow smiling back at you — then you'll be astonished at how fast *"Dynamic Tension"* GETS RESULTS! It is the easy, NATURAL method and you can practice in the privacy of your own room — JUST 15 MINUTES EACH DAY. Just watch your scrawny chest and shoulder muscles begin to swell . . . those spindly arms and legs of yours bulge . . . and your whole body starts to feel "alive," full of zip and go!

Thousands are becoming husky — my way. I give you no gadgets to fool with. With *"Dynamic Tension"* you simply utilize the dormant muscle-power in your own body — watch it grow and multiply into real, solid LIVE MUSCLE.

**FREE** My 48 Page Illustrated Book is Yours — Not for $1.00 or 10c — But FREE

Send for my book, *Everlasting Health and Strength*. 48 pages of photos, valuable advice. Shows what *Dynamic Tension* can do, answers vital questions. A *real prize* for any fellow who wants a better build. I'll send you a copy FREE. It may change your whole life. Rush coupon to me personally: *Charles Atlas, Dept.* **60 L** *, 115 E. 23rd Street, New York 10, N. Y.*

**CHARLES ATLAS, Dept. 60 L**
**115 East 23 St., New York 10, N.Y.**

Send me — absolutely FREE — a copy of your famous book, *Everlasting Health and Strength* — 48 pages, crammed with photographs, answers to vital questions, and valuable advice. This book is mine to keep, and sending for it does not obligate me in any way.

Name..... Age.....
(Please print or write plainly)

Address .....

City..... State.....

# PRIZES FOR YOU

GIRL'S GOLD WATCH

Attractive wrist-fit watch. Beautifully styled in 10k rolled gold plate. Sell one order plus $1.50.

INGRAHAM GUARANTEED POCKET WATCH for Men & Boys, with Good Luck Cowboy Fob. Given without cost. Sell one order.

BEAUTIFUL "LAGUNA" PEARLS

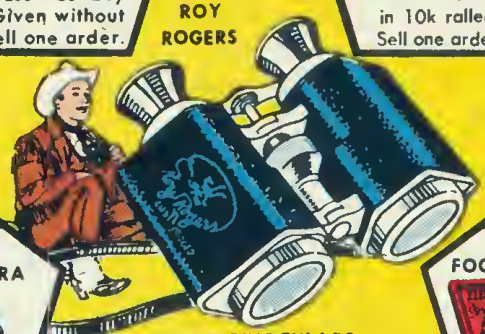
Glowing simulated pearls. A 3-strand necklace with matching earrings. Sell one order.

DAISY'S COWBOY CARBINE

A fast shooting 1000 shot Air Rifle. Sell one order plus $2.00.

Mail Coupon Today!

Mail Coupon Today!



ROY ROGERS

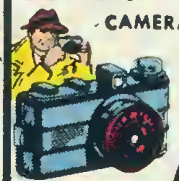
3-POWER BINOCULARS

Matched lenses. Special shoulder strap. Sell one order of Xmas Packs.

ELECTRONIC WALKIE TALKIE

Complete 2-way talking system. Just string out the wire and start talking. No batteries needed. Sell one order of Xmas Packs.

DICK TRACY CAMERA

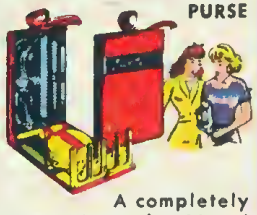


A fine camera complete with carrying case. Sell one order.

ELECTRIC FOOTBALL GAME

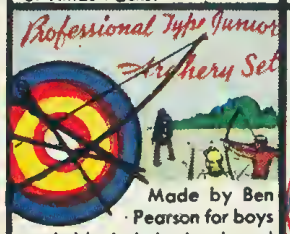
Fun & Thrills! The fascination of electricity. Sell one order plus 50¢.

"LAURITA" CARRY-ALL PURSE



A completely equipped purse for girls and ladies. Sell one order.

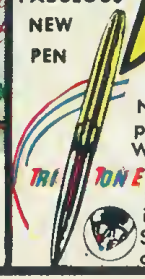
Our 33rd Year



Professional Type Junior Archery Set

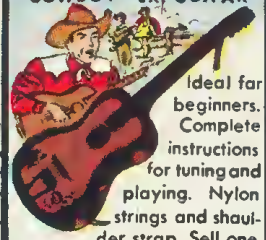
Made by Ben Pearson for boys and girls, includes hardwood bow, arm guard, instructions. Sell one order plus 75¢.

FABULOUS NEW PEN WITH MYSTERY POINT



Never before a pen like this! Writes 3 COLORS TRI-TONE in 3 seconds by simply turning it in your hand. Sell one order of Xmas Packs.

COWBOY JR. GUITAR



Ideal for beginners. Complete instructions for tuning and playing. Nylon strings and shoulder strap. Sell one order plus 75¢.

A GREAT KNIFE OUTFIT

Husky Hunting Knife plus 4 Blade Scout Knife. All given in double leather belt sheath. Sell one order.

A handsome guaranteed watch with cowboy strap & buckle. Picture of Roy Rogers on dial. Sell one order plus $1.75.

ROY ROGERS WRISTWATCH

# Here's How To Get 'Em!

Every year thousands of Boys and Girls get fine prizes like these. Most prizes shown here and dozens of others in our Big Prize Book are GIVEN WITHOUT A CENT OF COST for selling one order of 45 Xmas Packs at 10c each. Some of the prizes require extra money as stated.

It's easy to sell these pretty Xmas Packs to your family, friends, and neighbors. Each Pack contains 2 beautiful Xmas cards, 2 envelopes and 8 sparkling Xmas Seals—all for 10c. When sold send us the money and choose your prize from the Big Prize Book, or take 1/3 cash commission. Many boys and girls sell the packs in one day and get their prize AT ONCE. You can too!

Mail the coupon TODAY for one order of Xmas Packs and that big prize book showing 75 exciting prizes to choose from.

Send no money—we trust you.

**AMERICAN SPECIALTY COMPANY**
**Dept. 792, Lancaster, Pa.**

MANY MORE PRIZES
*See them in the Big Prize Book*
Dolls, Chemistry Set, Cap Gun and Holster, Cinderella Wrist Watch, Football, Ukelele, Table Tennis, Movie Projector, Flash Camera.

**AMERICAN SPECIALTY COMPANY**
**Dept. 792, Lancaster, Pa.**

Please send me your Big Prize Book and one order of 45 Xmas Packs. I will resell them at 10 cents each, send you the money, and get my prize.

Name_____

Address_____

City_____

State_____